PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Ken Heps Date: April 17, 1996

FROM: Donna Hingst/Marlboro Event Marketing

SUBJECT: The Marlboro La Semana Alegre Festival

Marlboro and Community Event Marketing will participate in La Semana Alegre Festival 1996 in San Antonio, Texas during 5 consecutive weekends in **April and May 1996**. Specific information is as follows:

EVENT: La Semana Alegre 1996 - San Antonio, Texas

DATES: April 26 - 27
May 3 - 4
May 10 - 11
May 17 -18
May 24 - 25

TIME: 6:00 p.m. - 11:00 p.m.

LOCATION: Sunken Garden Theatre

PROMOTER CONTACT: Bill Lee
La Semana Alegre, Inc.
1719 Summerwood
San Antonio, TX 78232-2334
Phone: (210) 494-9477
Fax: (210) 494-9673

PHILIP MORRIS ACTIVITIES:

Philip Morris/Marlboro will serve as the exclusive tobacco sponsor. For our sponsorship commitment, we will have a major presence at this event and receive the following:

- The right to hang two 4' x 8' banners on the east and west entertainment stages, and at other locations at the site of the event;
- The exclusive right to distribute branded incentive items, among smokers 21 years of age or older, at promotional kiosk locations throughout the event area;
- A 10' x 22' booth space for the distribution of incentive items to smokers 21 years of age or older;
- The exclusive right to conduct on-site tobacco sales, among smokers 21 years of age or older, from a promotional booth provided by Philip Morris;
- Complimentary admission tickets to the event;
- VIP area passes for each night of the event;
- The right to parking passes and worker passes, in a quantity reasonably requested by Philip Morris, for each day of the event;
- The right to recognition in advertisements placed and programs distributed in connection with the event and to approve, in advance, all materials and announcements prepared by the promoter that mention **Philip Morris or Marlboro**.

COMMUNICATED MS MAIL 4/17/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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FIELD SALES CONTACT: John Love
Philip Morris USA
15600 John F. Kennedy Blvd.
Suite #110
Houston, TX 77032

SHIPMENT OF MATERIALS: The following materials have been shipped to:

Southern Merchandise
3232 Panam Expressway
San Antonio, TX 78219
(210) 224-7771

Delivery by April 15, 1996

ITEM	QUANTITY
Towels	240
Duffle Bags	200
T-Shirts	576
Hats	576
Cassette CS	800
Flashlight	1200
Plastic Bags	2000
Banners: 3 x 5 and 4 x 10	5 of each
Lighters	10,000

All residual materials must be shipped to the next event location.

MANPOWER: Phoenix Marketing will handle all on-site Marlboro activities.

If you have any questions or concerns, please contact me at (212) 878-2461.

cc: S. Anderson, I. Broeman, D. Bruno, J. Fontanez, J. Hazen, J. Hecht, J. Love, G. Ludlow, K. McGrath, V. Murphy, S. Norris, S. Sampson, N. Suter, D. Tatum, T. Young

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